MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BMK2824 – CONSUMER BEHAVIOR
(All sections / Groups)

16 OCTOBER 2018
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page only (excluding cover page)

2. Attempt **ALL** the questions.

3. Mark distribution for each question is given.

4. Please write all your answers in the Answer Booklet provided.

Answer ALL questions. Marks for each question are shown at the end of each question.

QUESTION 1

Explain the reasons for a consumer to unable to place a product in the evoked set once the consumer has rejected the product. As a marketing manager, discuss strategies that can be used to overcome the rejection by the consumer.

(Total: 25 marks)

QUESTION 2

Product and commercial messages often aim to appeal the consumer's senses. Identify and discuss with relevant examples on how the senses work in enhancing the product and commercial messages.

(Total: 25 marks)

QUESTION 3

Competition among businesses are getting rampant and intense as technology improves. This scenario in the business environment has led to an increase amount of messages and advertisements by businesses.
a) Discuss how marketers can gain or attract the attention of customers.   (10 marks)
b) Suggest methods that a marketer can implement in order to break the clutter.

(15 marks)

(Total: 25 marks)

QUESTION 4

Advertisers prefers to include celebrities or well-known faces in their marketing effort. Using theories and concept of learning and memory, discuss whether the inclusion of celebrities and well-known figures is effective in promoting products and services.

(Total: 25 marks)

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